

# Lichfield City Centre Master Plan – Draft for Consultation

Report of the Cabinet Member for Investment, Economic Growth & Tourism

Councillor I. Eadie



Date: 17 December 2019

Contact Officer: Craig Jordan

Tel Number: 01543 308202

Email: craig.jordan@lichfielddc.gov.uk

Local Ward Members All Members

**Economic Growth,  
Environment and  
Development (Overview  
and Scrutiny)  
Committee**

## 1. Executive Summary

- 1.1 The Council has previously agreed to commission consultants to carry out a master planning exercise for Lichfield city centre. The consultants – David Lock Associates - have now prepared a Draft Lichfield City Centre Masterplan which it is proposed the Council now consults upon for four weeks from early January 2020. The Draft Masterplan and additional promotional material is appended to this report. (See appendices A & B)

## 2. Recommendations

- 2.1 That the Committee notes the draft Lichfield City Centre Masterplan and agrees to its publication from the 6<sup>th</sup> January 2020 to 3<sup>rd</sup> February 2020 for consultation purposes.

## 3. Background

### *Lichfield city centre – master planning*

- 3.1 Members will recall previous reports to this committee in June and September 2019, firstly explaining that the Council was in the process of appointing consultants to carry out a master planning exercise for Lichfield city centre and subsequently, updating members as to the work programme and timetable and the work currently being undertaken. Members will also recall, the preparation of the draft Masterplan is partly in response to the demise of the former Friarsgate scheme on Birmingham Road but also recognition of a number of pressures and challenges facing all centres and high streets and a desire to map out a future strategy for the longer term sustainability of Lichfield city centre. The masterplan is being prepared in the context of the adopted Local Plan, the emerging Local Plan and the aspirations in the Lichfield City Centre Development Strategy and Action Plan and the objectives of the Lichfield City Neighbourhood Plan.

### *Stages of preparation*

- 3.2 In accordance with the work programme and timetable agreed between the Council and the consultant, David Lock Associates, the consultant the masterplan is being developed in three stages. These are as follows:
- Stage 1 (undertaken 29<sup>th</sup> July 2019 to 30<sup>th</sup> September 2019) – Baseline review & Analysis. This work provided analysis and review of all existing information relating to the city centre. It built upon the work already carried out by the Council including the results of engagement with stakeholders and the general public focussed on the Birmingham Road site early on in 2019. This has subsequently been supplemented by a number of initial one-to-one conversations with key LDC officers, representatives of statutory consultees, local elected members and other interested parties this Autumn. The work culminated in an Analysis, Issues and Options Report provided to members and which has been published in advance of the draft masterplan and is available to view on the council's website.
  - Stage 2 (to be carried out 7<sup>th</sup> October 2019 to 3<sup>rd</sup> February 2020) – This is the current stage and involves the preparation of the draft masterplan which has been informed by the issues and options stage one. Six key objectives were developed from stage 1 and are carried through to the draft master plan. These are: **A Strong Historic Core, Complementary & Supporting Uses, Welcoming Gateways, Vibrant Streets & Spaces, Quality Accessible Environment and the Green & Sustainable City.** Development opportunities and public realm priorities have also been identified to help meet the six objectives. The masterplan identifies short, medium and longer term opportunities, to ensure it is also achievable and deliverable within the 2040 timescale of the Council's emerging Local Plan. In line with the timetable, it is proposed that the draft masterplan is published for consultation purposes from the 6<sup>th</sup> January 2020 to 3<sup>rd</sup> February 2020
  - Stage 3 (3<sup>rd</sup> February 2020 to 10<sup>th</sup> April 2020) - The third and final stage will involve revisions to the masterplan based on the outcomes of the consultation. The final masterplan will then be considered by members for approval and thus help guide further development within the city centre. The programme indicates a finalised plan will be provided for consideration by EGED at its meeting on 11<sup>th</sup> March 2020 and then presented to Cabinet on the 10<sup>th</sup> April.
- 3.3 An officer group comprising representatives of the District Council, Staffordshire County Council and Lichfield City Council is overseeing the work of DLA and ensuring compliance with the agreed tender brief and specification, including delivery in accordance with the contract and the associated agreed timetable and programme – See Appendix C.

### *Summary and next steps*

- 3.4 Attached at Appendix A is a draft master plan prepared by DLA. It is now presented for member consideration and with the intention that subject to members being happy with the overall content and direction of the master plan it is made available for public consultation in the new year. Details of the consultation exercise are appended at Appendix B which the Committee is asked to note.
- 3.5 Assuming members are content with the draft master plan, following consultation DLA will review the responses and other relevant information and finalise the master plan. The final masterplan will then subsequently be brought back to this committee on the 11<sup>th</sup> March 2020 and then presented Cabinet for approval on 10<sup>th</sup> April 2020.

#### Alternative Options

1. Members could request fundamental changes to the Draft Masterplan prior to its publication for consultation purposes. If this was the case the consultants would need to consider the extent to which they would need

	to review their work to date and if it was possible or appropriate to make amendments. Whilst there may be reason to amend certain aspects of the proposals as presented, it would be inappropriate to question the legitimacy of the work carried out by the consultants or to suggest changes which significantly alter the overall approach that the consultants are recommending. This would go to the heart of the commission and the reasons why DLA was chosen to undertake the exercise.
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Consultation	<ol style="list-style-type: none"> <li>1. The Draft Masterplan has been informed by previous consultation on proposals for the Birmingham road site in spring 2019 and subsequent conversations with relevant LDC officers, local elected members, members of the project group and key stakeholders</li> <li>2. Consultation will be undertaken on the draft master plan proposals from 6<sup>th</sup> January to 3<sup>rd</sup> February 2020 through a range of media engagement methods to ensure as broad a cross section of the community has the opportunity to articulate their views and opinions.</li> </ol>
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Financial Implications	<ol style="list-style-type: none"> <li>1. There are no financial implications arising out of this report.</li> </ol>
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Contribution to the Delivery of the Strategic Plan	<ol style="list-style-type: none"> <li>1. The master planning process will help support and deliver the Council's strategic objective of promoting a vibrant and prosperous economy.</li> <li>2. They will also support the priorities of achieving healthy and safe communities and clean, green and welcoming places to live</li> </ol>
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Equality, Diversity and Human Rights Implications	<ol style="list-style-type: none"> <li>1. None.</li> </ol>
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Crime & Safety Issues	<ol style="list-style-type: none"> <li>1. None.</li> </ol>
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GDPR/Privacy Impact Assessment	<ol style="list-style-type: none"> <li>1. Not applicable.</li> </ol>
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	Risk Description	How We Manage It	Severity of Risk (RYG)
A	The Draft Masterplan is not approved for consultation purposes by the Committee	Members have previously participated in stakeholder sessions and an Analysis, Issues & Options report has been circulated and published.	Yellow
B	The Draft Masterplan will contain proposals for the use of land which could be considered controversial	The plan is draft and is being consulted upon. The responses will be considered and the plan amended before being considered for final approval.	Yellow

## Background documents

Lichfield City Centre Masterplan: Analysis, Issues & Options Report (October 2019)

## Relevant web links

Lichfield City Centre Masterplan: Analysis, Issues & Options Report (October 2019) <https://www.lichfielddc.gov.uk/strategies-plans-policies/shaping-future-lichfield-city-centre/1>

